


1 of 7

1. ad or advertisement or advertise advs (shows or  
advertising or advertised) advs (shows or  
stores or businesses or business or  
company or service or goods or vendor or  
seller or sailor or purveyor or dealer)  
advs (moving or mobile or motion or  
stationary or movable or transportable)  
and types or global or position or  
positioning or presents or presence or  
location or grid or coordinates or  
longitude or latitude or latitude or  
characteristics or area)

EAS  
 updates  
 were sent  
 8-22-2004  


Doc ID	Document ID	Issue Date	Pages	Title	Current OR	Current Conf Ref/Retracted	C	Inventor	S	C
71	US 6484148 B1	20021119		Electronic advertising device and method of using	705/14	340/825, 49		Boyd, John E.	C	C
72	US 6466183 B1	20021015		Video display apparatus and video display method	345/1.1	345/2.1, 352/100		Yamamoto, Masami et al.	C	C
73	US 6452498 B2	20020917		System and method for providing geographic-based	340/573.1	235/375, 340/825, 49		Stewart, Brett B.	C	C
74	US 6414635 B1	20020702		Geographic-based communication service system	342/457	342/463		Stewart, Brett B. et al.	C	C
75	US 6374228 B1	20020416		Rebate advertising system and use with moving objects	705/14			Julwin, Robert	C	C
76	US 6259405 B1	20010710	44	Geographic based communications service	342/457	342/463		Stewart, Brett B. et al.	C	C
77	US 6216946 B1	20010417	8	System for providing targeted internet	705/218	705/14, 705/26		Stewart, Michael et al.	C	C
78	US 6205128 B1	20010320	15	Enhanced handoff signaling for high speed data and system supporting data/fax connection with a dual mode	370/331	370/348, 379/100, 01, 379/88, 13		Lee, Klem	C	C
79	US 6101398 A	20000808	8	Routing method for Ad-Hoc	455/557	370/331		Joong, Donald et al.	C	C
80	US 5987011 A	19991116	28		370/331	370/255		Toh, Chai Keong	C	C

US-PAT-NO: 6219696

DOCUMENT-IDENTIFIER: US 6219696 B1

TITLE: System for providing  
targeted internet information to  
mobile agents

DATE-ISSUED: April 17, 2001

INVENTOR-INFORMATION:

NAME	STATE	ZIP CODE	COUNTRY	CITY
Wynblatt; Michael	NJ	N/A	N/A	Plainsboro
Hsu; Arding	NJ	N/A	N/A	Kendall Park

ASSIGNEE INFORMATION:

NAME	STATE	ZIP CODE	COUNTRY	CITY	TYPE CODE
Siemens Corporate	NJ	N/A	N/A	Princeton	02
Research, Inc.					

APPL-NO: 08/ 904711

DATE FILED: August 1, 1997

INT-CL: [07] G06F019/00,G06F017/60

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709/219 , 709/227 , 709/229

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FIELD-OF-SEARCH: 395/200.47; 395/200.48 ; 379/67 ;  
379/88.7 ; 455/18  
; 455/49.1 ; 709/218 ; 709/229 ;  
709/203 ; 705/26 ; 705/14

REF-CITED:

PAT-NO PATENTEE-NAME	U.S. PATENT DOCUMENTS ISSUE-DATE	US-CL
<u>5133081</u>	July 1992	Mayo
N/A	455/18	<u>N/A</u>
5214793	May 1993	<u>Conway</u> et al.
N/A	455/49.1	N/A
<u>5262860</u>	November 1993	Fitzpatrick et
al.	358/142	<u>N/A</u>
N/A		
5504482	April 1996	<u>Schreder</u>
N/A	340/995	N/A
<u>5581594</u>	December 1996	McAfee
N/A	379/57	<u>N/A</u>
5848129	December 1998	<u>Baker</u>
N/A	379/67	N/A
<u>5905865</u>	May 1999	Palmer et al.
N/A	395/200.47	<u>N/A</u>
5946050	August 1999	<u>Wolf</u>
N/A	348/553	N/A
<u>5948066</u>	September 1999	Whalen et al.
N/A	709/229	<u>N/A</u>
5950173	September 1999	<u>Perkowski</u>
	705/26	N/A

N/A

4/07

FOREIGN-PAT-NO	FOREIGN PATENT DOCUMENTS PUBN-DATE	COUNTRY
US-CL		
WO 97/27546	July 1997	WO

ART-UNIT: 213

PRIMARY-EXAMINER: Dinh; Dung C.

ASSISTANT-EXAMINER: Salad; Abdullahi E.

ATTY-AGENT-FIRM: Paschburg; Donald B.

ABSTRACT:

An Actively Broadcast URLs for Drive-By Internet Information (ABU-DaBII) system provides for the just-in-time distribution of information through mobile information terminals. The system involves the Internet as the primary source of the information and includes a mobile information terminal as the output device and a local agent which is locally operated.

The mobile information terminal includes a receiver, a URL queue and a WWW renderer/browser. The local agent includes a short-range transmitter to distribute information pointers to the mobile information terminal and a mechanism for transferring data into the transmitter.

30 Claims, 3 Drawing figures

Exemplary Claim Number: 1

Number of Drawing Sheets: 2

5 8 7

US-PAT-NO: 6219696

DOCUMENT-IDENTIFIER: US 6219696 B1

TITLE: System for providing  
targeted internet information to  
mobile agents

----- KWIC -----

Brief Summary Text - BSTX (6):

Some very large organizations have used short-range radio broadcasts to send additional information to customers. Such systems allow a much larger amount of information to be transferred, but they have several restrictions which limit their use. First, they are expensive. Second, they require that the customer spend a large amount of time within the broadcast range in order to hear the information. In practice, this means that only organizations occupying geographically large areas can make use of them. Even when satisfying these constraints, such systems still lack the interactivity necessary to deliver custom information which can attract a customer.

Detailed Description Text - DETX (26):

The following section describes some sample applications of an ABU-DaBII system. In the simplest case of a local advertisement, a local agent could be included in a store front, and the mobile agents

could be in automobiles. As a driver passes by the store, if he is interested in getting information from that store, he uses his browser to get the URL from the queue and accesses the store's WWW page. The store's proprietor can have placed whatever information there he wants, including information about items on sale, rare items in stock, store hours, promotions, or anything which will encourage the driver to do business there. Restaurants could provide menus.

Detailed Description Text - DETX (28):

More sophisticated advertising is possible by customizing the advertisement to the customer. For example, the URL broadcast by the local agent could reference an Internet program using the CGI. This program could be parameterized by the local agent's location. In this way, a national advertising campaign could include information about the user's immediate location. For example, a national hotel chain could rent billboards around the country, each broadcasting the URL of the hotel's central office, but with a parameter indicating which location the user was passing. This information could be used to focus the information provided to the user on hotels in the immediate vicinity.

Detailed Description Text - DETX (30):

Local agents placed in street signs, traffic signals, and other locations could be used to deliver references to information about the local area. For

example, WWW documents or programs could be provided to give traffic updates or weather reports for extremely localized areas. Public emergency reports could be easily distributed to motorists through such agents. Information about city ordinances, traffic rules, or information from a local chamber of commerce could be distributed in this way.

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